

# EXTENSION OF GAY WHITE WAY LURES OPERATORS UP TOWN

Broadway From 72d to 96th Street, New York's New Night Life District, Is Scene of Many Large Deals Recently Closed—Whole Block of Apartments Figures in Resale and Fine Corner Sites Are Bought for Future Flat House Projects

Early this year the byword in the inner circles of well informed speculators, operators and investors was: Keep an eye on Broadway between Seventy-second and Ninety-sixth streets. In those days the confidential tip was to buy anything available along this great highway within the prescribed zone because—well, because things were going to be done there and veritable fortunes awaited the most enterprising and courageous. The tip was excellent ones, because from that time on and culminating in the last few months, there have been many big and selling of improved property there than in any other limited area of Manhattan.

The William Waldorf Astor Estate has disposed of several corner plots, most of which were improved with low taxpayers. A number of large plots have been purchased by apartment house builders, and during the last week the huge Belmont apartments on the east side of Broadway between Eighty-sixth and Eighty-seventh streets and extending back to Amsterdam avenue, have changed hands twice. The property was valued at \$4,500,000, and was the largest single deal involving improved real estate of the year.

Behind all this activity was the pressure of business and population from below Seventy-second street. The theaters and the automobile business have been pressing hard on the upper reaches of Broadway below Cathedral Heights. Small shops that once found ready easy to meet along Broadway below Seventy-second street have been obliged to give way to competitors in the night life district between Thirty-fourth and Fifty-ninth streets. Large apartment houses have been leasing their heads along West End avenue, where old dwelling sites were to be had at attractive figures, and the population of this once rather stagnant neighborhood has been mounting steadily. Neighborhood shops and small theaters have opened up and to-day there is a night life along Broadway from Seventy-second and 110th street that would astonish a born New Yorker who hadn't visited the district for ten years.

Talk about the possibilities of Seventy-second street as a business section is out of style to-day. Ninety-sixth street is the piece of resistance at present, shrewd operators, speculators and investors, too, are hovering over this part of Manhattan ready to carve off their choicest selections.

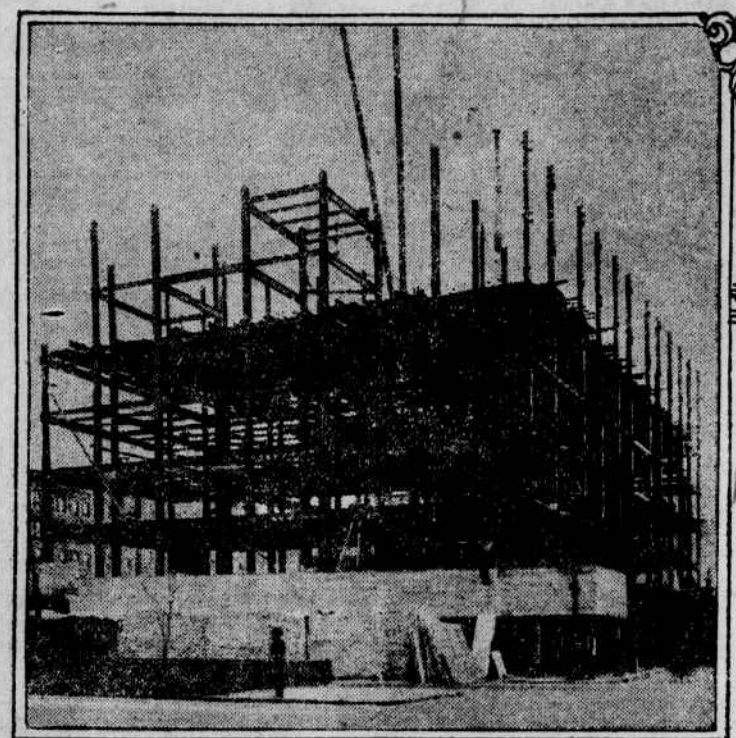
If the plans of all the big apartment house builders who intend to begin operations along Broadway between Eighty-fourth and Ninety-sixth streets do not go awry during the next year, this section will witness an impetus in population that will outclass any other section of Manhattan. These houses planned for Broadway, West End avenue and the side streets adjacent to these thoroughfares are not 10-story structures of them will be at least fourteen stories high.

The latest deal which promises an operation of this proportion was the

sale last week of the block front on the east side of Broadway between Eighty-second and Eighty-third streets by Bing & Bing of the block front between Eighty-second and Eighty-third streets through Byrne & Rowman, comes the end of the present available parcels adapted for development on a large scale. Just now the remaining parcels are in strong hands, and unless unforeseen conditions arise, there is apt to be a lull in trading and a small whirlwind

apartment house at the northeast corner of Broadway and Ninetieth street, which they bought from the Astor estate. This house will probably be completed next spring.

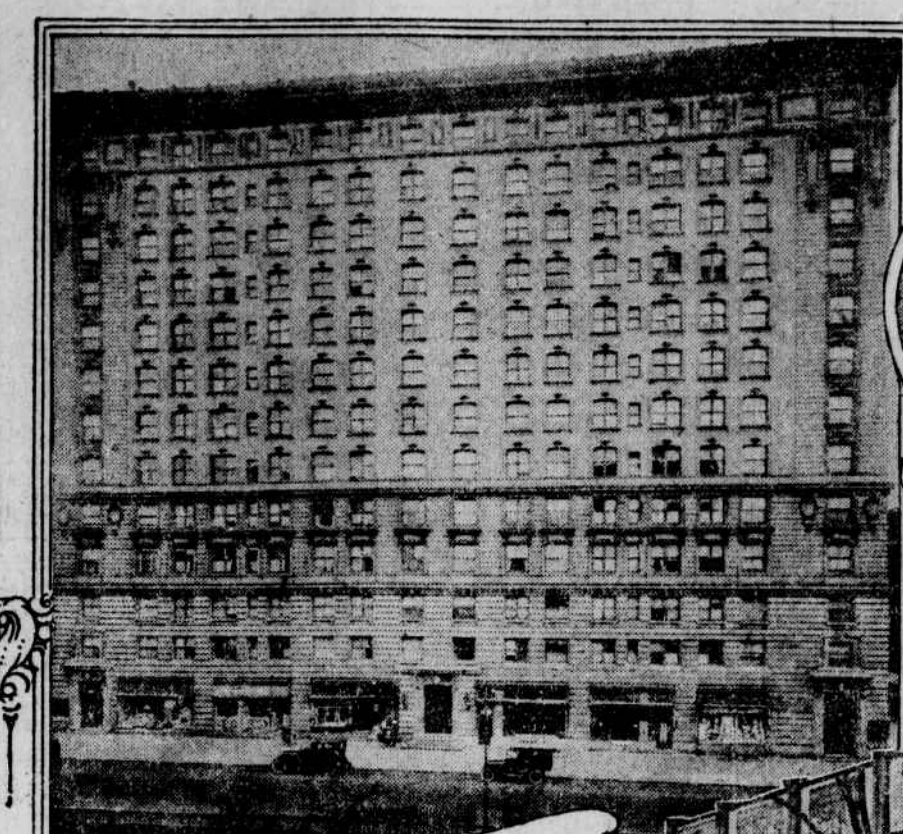
This marked activity in upper West Side-Broadway real estate has been going on for nearly six months. With the sale by Bing & Bing of the block front between Eighty-second and Eighty-third streets through Byrne & Rowman, comes the end of the present available parcels adapted for development on a large scale. Just now the remaining parcels are in strong hands, and unless unforeseen conditions arise, there is apt to be a lull in trading and a small whirlwind



APARTMENT HOUSE BEING ERRECTED BY JOSEPH AND SAMUEL GOLDING ON THE OLD ASTOR PLOT AT THE NORTHEAST CORNER OF BROADWAY AND 90TH STREET.

son, the operator. Mr. Herbert has accepted renewals of leases on the property, but he doesn't deny that before the site will give way to a tall flat with stores.

While the Campagnas and the Pateros have been evidencing their faith in this choice zone of the upper West side by erecting frame skyscraper flats on West End avenue, Joseph and Samuel Golding have braved the vicissitudes of the building game and the rent laws by starting work on a fourteen story



BELNORD APARTMENTS OCCUPYING THE BLOCK FRONT BETWEEN 86 AND 87th STREET BOUGHT BY MAX NATANSON FOR \$4,500,000 CASH DEAL



NORTHEAST CORNER OF 92ND STREET SOLD BY THE ASTOR ESTATE TO ANTHONY CAMPAGNA, APARTMENT HOUSE BUILDER.



BLOCK FRONT ON THE EAST SIDE OF BROADWAY FROM 82ND TO 83RD STREETS BOUGHT BY SAMUEL MINSKOFF WHO WILL PUT UP 13 STORY APARTMENT.

## TENANTS MUST NOT OBSTRUCT REPAIRS

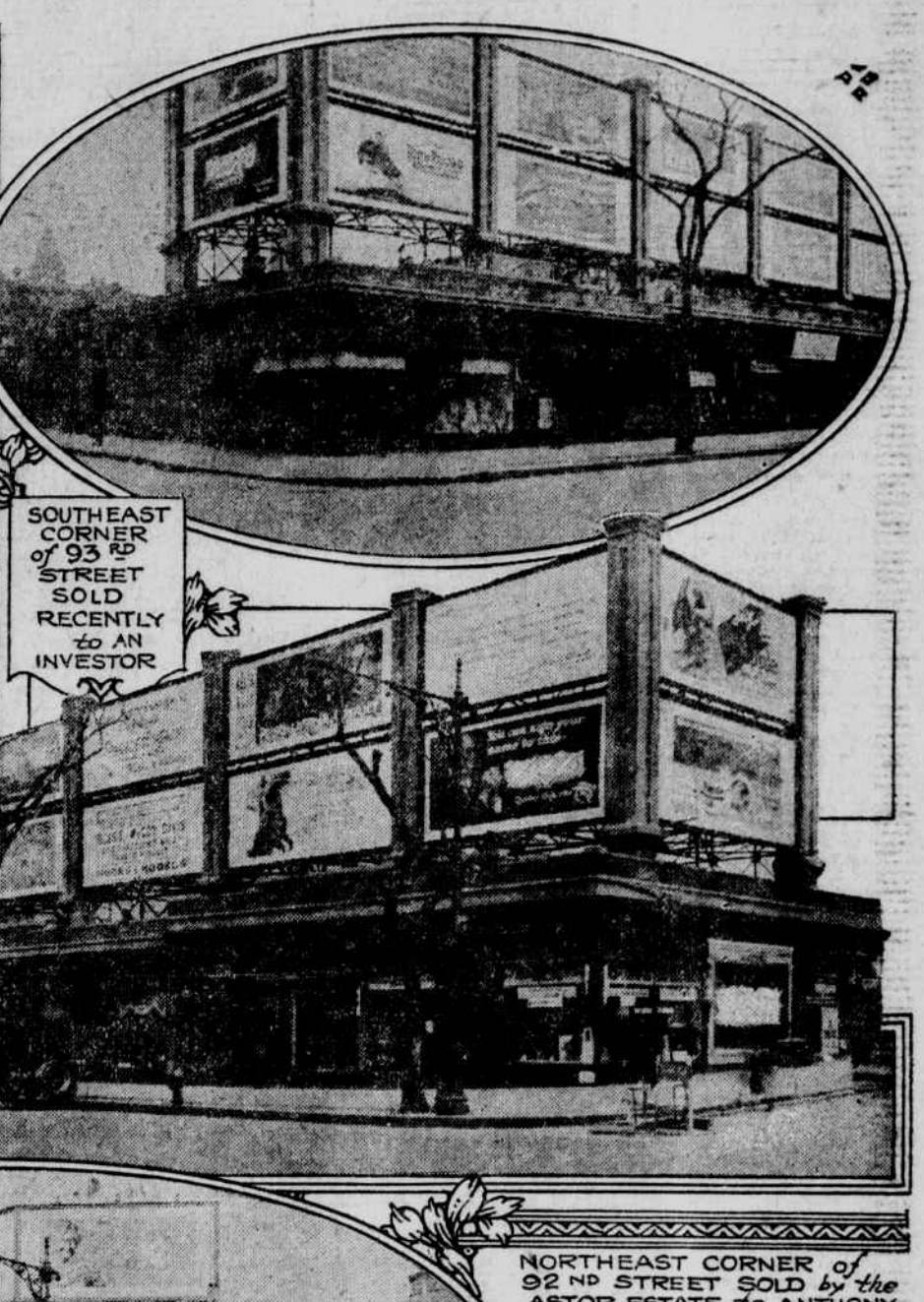
May Be Summoned to Court for Hindering Work Ordered by Tenement Department.

Tenement House Commissioner Frank Mann has issued an order to the effect that whenever a tenant obstructs the owner of an apartment who is attempting to carry out the orders of the Tenement House Department for repairs, or other requirements for which a violation has been filed such tenant shall, on written complaint of the owner, be served with a summons by the department.

Under section 124 of the tenement house act, any person who shall violate or assist in the violation of any provision of the tenement house law is guilty of a misdemeanor and punishable by fine or imprisonment, or both.

This order is the outcome of a peculiar situation growing out of the enactment of the rent laws. It has become a common practice for tenants aggrieved at the landlord for raising the rent to file complaints with the various city departments having to do with real property. These complaints, some time would require, if carried out, very serious expense to owners. The inspectors who view the property in accordance with the complaints, frequently find it necessary to order slight alterations only, or a few cheap repairs. The complaint, dissatisfied, refuses to permit the landlord's workmen to make the repairs ordered by the department and refuses admittance to the premises, in order that the landlord might then be prosecuted in the courts for failure to comply.

The Real Estate Board of New York brought the matter to the attention of Commissioner Mann a few days ago, with the result that he directed Chief Inspector Sullivan to have the tenant who refuses admittance to the landlord's workmen prosecuted under that section of the tenement house law which makes an obstruction to the removal of a violation, a misdemeanor.



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## LONG ISLAND BOARD ELECTS NEW OFFICERS

The annual election of the Long Island Real Estate Board took place at the Cafe Boulevard on Wednesday, December 14. The following officers were elected:

Richard T. Childs, president; Carl B. Elmer, secretary; Granville H. Rome, treasurer.

The vice-presidents are as follows: George S. Horton of Brooklyn, Edgeworth Smith of Queens, William S. Pettit of Far Rockaway, Charles Hyde of Port Washington and Frank Hicks of Suffolk county.

## Marriage Boom Breaks Fetters of House Famine

By THE ODD PARAGRAPHER.

No longer is the shortage of homes permitted to stay the boom in the marriage market. Less than a year ago it was said that hundreds of couples were deferring marriage because it was impossible to find quarters for rent. According to recent Government statistics there have been a million marriages during the past ten months and the number is increasing steadily.

The fact that the country is short at least a million homes has been entirely ignored by the happy bridegrooms and brides. Not alone in the United States, but in many of the countries in Europe has the number of marriages increased enormously. Germany alone is lagging in this respect. In France and Italy the number is far above the normal record.

Even divorce is said to be on the increase. France, which not so long ago boasted that the lack of houses and apartments was checking divorce proceedings, now finds that separations are becoming almost as numerous as weddings, according to the Ohio State Journal, the boom in the marriage market has brought to students of sociology an interesting question to which has been given careful attention but for which there has been no explanation.

## Housing in Europe.

Apparently the United States is making greater progress in relieving the housing pressure in Europe, although it might be difficult to convince the average rentpayer hereabouts that any improvement has been made. England, France, Italy, Russia, Austria and Germany still are struggling with the problem, the writer was informed recently by a man who had just completed a tour of Europe.

Buildings, however, have been reduced abroad, but have not yet reached a point where extensive programmes for housing can be undertaken. Even though building conditions are more favorable the amount of money but the most urgent projects would go forward, as money is very difficult to obtain. The visitor found hotels filled to capacity in every prominent city in Europe. The general impression is that next spring will witness the beginning of the greatest building boom in history.

## Depreciating Country Estates.

In the last few weeks several country estates said to have cost upward of a million dollars brought less than 25 per cent of the original cost at private contract. The millionaire spends hundreds of thousands of dollars in the development of a tract of land to suit his personal whims and fancies, but adds little or nothing to the value of his property.

Many of the labor saving devices of the gentleman farmer are too costly and impractical for use by the man who makes a business of farming. Swimming pools, hanging gardens, etc., on fine estates seldom return even part of their cost to the owner when the property is offered for sale. The prospective land buyer considers these improvements "luxuries" that lose their value when they pass from the hands of the person who designed them.

## Club Buys Ridgefield Place.

R. H. Park of S. Osgood Pell & Co. sold for the Ridgefield Place, a home property known as "Matted" in Ridgefield, Conn., consisting of a stone mansion, outbuildings and park, on thirty acres. The sale was made indirectly through the City Realty Co., who is the intermediary for a well known society.

## Latest Reports From City and Suburban Markets

It was reported yesterday that the westerly block front on Eighth avenue between 125th and 126th streets, 200x100, had been leased to M. Glaser, president of the Eighth Avenue & 125th Street Corporation, through the H. C. Kopp Company from the Michael J. Adrian Corporation. The lease is for 21 years at an aggregate rental of \$1,000,000.

It is said the lessee contemplates extensive improvements to the property which consists of eleven four and five story buildings. The property is opposite the Bishop and Bradish buildings. Victor Sannarini represented the lessee.

## Bronx Market News.

The block bounded by Webster, Valentine and Tremont avenues and 173rd street, which faces the plaza, has been leased to a syndicate headed by Silverman, Maltzer & Reinhorn for twenty-one years, with two renewal privileges. The plot comprises about 1,000 square feet and the lessee contemplates the erection of a building with business buildings and apartments. The lessees were John S. Bush, William H. Bush and M. Natalie Halcom. P. & G. Plommon were the brokers. The aggregate rental to be paid will be about \$1,000,000.

A six story elevator apartment house with suites of from two to four rooms is to be erected on the southeast corner of Andrews avenue and 173rd street by a newly formed corporation which has purchased the site from Nathan Wilson of the Occidental Holding Corporation. The entire operation, it is said, will cost about \$250,000. The plot measures 173x30.

The directors of the purchasing company include Joseph Warren, P. Brown and B. Morrow. M. Staub, as attorney, represented the seller.

## U. S. Rubber Co. Buys on Duane St.

The United States Rubber Company, whose New York branch is at 139 Duane street, has purchased that property and the adjoining buildings at 137 and 131 Duane street in addition to the abutting lot at 135-66 Duane street. The site is owned by the U. S. Rubber Co. The purchase price, the seller will receive \$200,000 for the properties, which comprise one, three and five story left buildings with stores, on a combined plot, 72x115. The realty is assessed at \$240,000 by the city.

## City Gets Site for New School.

The selection of a site for a new building for the School for the Deaf on East Twenty-third Street, between Second and Third avenues, has been approved by the Board of Estimate in preference to an alternate site at Lexington avenue and Twenty-ninth street. The assessed valuation of the Twenty-third street site, which includes the present school for the Deaf, is \$134,560.

A request by the Board of Education for the acquisition of a site on 173rd street, between Mohegan and Honeywell avenues, the Bronx, has been referred to the Committee on Finance and Budget.

## Columbia Leasehold Sold.

Everett M. Selixas Company sold for the estate of Edward A. Bogue, represented by the Metrolife Trust Company of New Jersey, the Columbia College leasehold dwelling at 63 West Forty-eighth street, 21x6210, which will be remodeled. The Everett M. Selixas Com-

## Multifamily Property Sales.

G. Tuoli & Co. sold for A. Pradella the two four story flats at 216-212 East 123rd street to Gaspero Miceli and Michele Calabrella.

Max Weinstein sold to Isaac Krafchik a three story tenement with stores, 22x62, at 185 East 101st street for \$29,000.

John Finkel sold for the Worthville Realty Company the seven story apartment, 36x2100, at the northeast corner of Amsterdam avenue and 121st street. The yearly rental is \$15,000 and the approximate selling price was \$160,000.

## Brooklyn Trading.

J. Lacov sold for Henry S. Quinn and Mrs. Ferguson to L. Goldberg a lot 20x100 on the east side of East Twelfth street, 140 feet north of Avenue I.

Henry L. Nelson Offices sold the plot 40x100 at 192-192 Polaris street, with two story building, for R. C. Cade to Solomon Blum.

Bulkeley & Horton Company sold 285 De Kalb avenue, near Clinton avenue, a three story dwelling, 25x100, for the Logan estate.

M. Bennett & Sons have sold 80 Fourth avenue, an apartment house with store, for John D. Cosgrove; 105 Third avenue, a double store and apartment, for James M. Downey, M. D.; 211 R. H. Street, 152 Pacific street, a three story dwelling, for Henry G. McLean, and with C. G. Falgo, 90 South Elliott place, a three story dwelling, for William M. Kenny.

## States Island Market.

The dwelling, 75x150, at 218 Ebbett avenue, West New Brighton, L. I., has been resold through W. S. E. Hall to Ralph H. Welton of New Brighton for occupancy.

## Referee in Macy Rent Appraisal.

Clarence H. Kelley of the Title Guaranty & Trust Company was the umpire and arbitrator in connection with Frank D. Ames, representing Frederick Brown, William L. de Bost of the Crullshank Company representing the other owners, and Lawson Purdy representing the tenant, in the settlement of the new \$3,000,000 ground rent to be paid by R. H. Macy & Co. for the next twenty-one years on the ground upon which the largely stands their building at Broadway, Thirty-fourth to Thirty-fifth street.

## Plan \$200,000 Store Annex.

The Goerke-Kirch Company, department store proprietors in Elizabeth, N. J., have leased a site for a \$200,000 addition to their store the Albert C. Stein property at 108-110 Broad street and 11-12 West Jersey street, through Murray Applebaum, broker. The site has a frontage of 120 feet on Broad street and a depth of 170.

The annex will be connected with the present store and will be equipped with an elevator. The lessee, who is in the hardware business, will sell out and retire before next April. The deal is said to involve the largest rental value ever recorded in Union county, N. J.



MARDEL COURT ON RIVERSIDE DRIVE FROM 162ND TO 163RD STREET

The largest single apartment house operation said to have ever been undertaken on Washington Heights is being completed on the block bounded by Riverside Drive, 162nd and 163rd streets and Fort Washington avenue, by Ely Maran, president of the Mardel Estates Inc. There are five distinct houses in the group, and they accommodate 248 families, and will cost approximately \$2,500,000. The Metropolitan Life Insurance Company has advanced the building and permanent loan on the operation which, for the benefit of the unoccupied section after real estate and housing facts, means that the buildings will be as high grade as it is possible to make them.

Aside from the high standard of construction the houses have an unusually well planned layout of the rooms in each suite. Much intelligent effort was made to separate the living rooms from the bedrooms, and to preserve a layout whereby the higher work can be accomplished without disturbing either the

occupants of the living or sleeping rooms. The plans were drawn by Springfield Goldsmann, architect, who worked in conjunction with Norman Denzer, broker and renting agent, to overcome some of the common faults of apartment room arrangements. The result is that each suite is a home offering luxurious living quarters with a minimum of house-keeping responsibilities. Another feature worthy of special mention is the generous space given over to the foyer halls. These are so large that they may be used for giving small dance parties.

The suites are arranged for from three to seven rooms each. The six room suites have two baths and the seven room suites have three. The Riverside Drive house is the largest and it contains three elevators. The houses on 162nd and 163rd streets have the same arrangement and equipment. Each is on a plot 127x100 and has suites from three to six rooms. The Drive house is on a slight curve and all the living rooms and some of the sleeping rooms look out on the Hudson. All the closets are so

large that they are lighted by electricity. A novel feature will be the semi-hotel valet service, which will be located in the Drive house and will consist of a tailor, a presser, hair dresser, a laundry and a refrigeration service. All this will be available to the tenants by five telephone services in the house. These services will be allotted by yearly lease under the supervision of the owners. The Drive house will be opened for tenants on January 1st and the other buildings one every fifteen days thereafter.

There are no unsightly fire escapes on the buildings and each suite has a service entrance opening directly into the kitchen. Upon entering the apartment the visitor sees nothing but the attractively decorated foyer hall and the living rooms. All bathrooms open off the foyer and adjoin the bedrooms. The entire block between Riverside Drive and Fort Washington avenue and 162nd and 163rd streets, with the exception of the Fort Washington avenue corner, will be covered by these houses.

## NEW MEMBER WINS MEMBERSHIP PRIZE

Rookie Brings In Most Recruits for Building Managers and Owners Association.

Alfred J. Rowantree of the Rowantree Shiley Corporation is the winner of the gold fountain pen offered by the Building Managers and Owners Association as a prize in its membership drive. Announcement to that effect was made at the annual meeting of the association held in the Advertising Club at 47 East Twenty-fifth street.

Mr. Rowantree is himself a new member, having been admitted to the club only five weeks ago. The man who recruited him must have inoculated him with virus of the "new member get a member" drive, for he immediately started out to bring all his business colleagues into the fold. His persistence and enthusiasm swelled the ranks of the organization to the extent of fourteen new members.

Gold fountain pens were also presented to J. Clydesdale Cushman of Cushman & Wakefield for his efforts in organizing the membership drive and to Clarence T. Coley, the retiring president of the organization.

The report read by Mr. Cushman showed an increase in membership of 70 per cent, during the course of the drive and an increase of \$5 per cent for the entire year. There were 163 names on the roster of the association on January 1, last, and the number now stands at 275.

The new officers whose election was announced at the meeting are as follows: E. W. Reed, president; J. J. Mason of the National City Realty Corporation, Joseph G. White of White-Goodman, J. Arthur Fischer, E. T. Anderson of the Real Estate Management Company; James Boyd, Henry J. Foster, Archibald & Perry, Inc.; treasurer, William S. Denison of William S. Denison & Co.

The new members taken in since the last announcement was issued by the association are as follows: Arthur Townsend Horner of Horner, Fish & Hunt; Fred S. Willett of the Cross & Brown Company; William Smith of Goodwin & Goodwin, Inc.; Charles E. W. Reed, E. J. at Thorpe, Morewood Realty Holding Company; vice-president, J. Clydesdale Cushman; secretary, Henry Voorhis of Dwight, Archibald & Perry, Inc.; treasurer, William S. Denison of William S. Denison & Co.

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